REQUEST FOR PROPOSALS

FOR

PAY-BY-LICENSE PLATE MOBILE APPLICATIONS
FOR PARKING GARAGES

Release Date: May 3, 2016

RFP Submission Due Date: June 6, 2016 at 3:00 PM

BID# 6524 RFP

TOWN OF WEST HARTFORD

Introduction

The Town of West Hartford seeks to incorporate Town garages to our current Pay-by-License Plate platform which will replace our existing access control system with multi-space meters and mobile/web based applications. The scope of this Request for Proposal (RFP) is to identify a suite of applications that will support the services currently offered at the garages, accessible by the users via web browser, smart phones and tablets.

Issuing Office

This Request for Proposals (RFP) is being issued by the Town's Purchasing Division on behalf of the Department of Public Works. The issuing officer is the Director of Financial Services/Purchasing Agent.

Inquiries

All inquiries regarding the services requested in conjunction with this RFP must be in writing and must be addressed to:

Peter Privitera
Director of Financial Services/Purchasing Agent
Town of West Hartford
50 South Main Street
West Hartford, CT 06107-2431
Telephone: 860 561-7461
Peter.Privitera@westhartfordct.gov

The deadline for submitting questions related to this RFP is Monday, May 16, 2016. Responses to all questions will be furnished through a formal addendum following the closing date listed herein.

Incurring Cost

The Town will not be held responsible for any costs incurred by the respondents for work performed in preparation and production of a proposal or for any work performed prior to the issuance of a contract.

Rejection/Acceptance of Proposals

The Town reserves the right to refuse for any reason deemed to be in the Town's best interest any and/or all proposals submitted under this RFP.

This RFP is not an offer to contract. Even if all requirements in this RFP are met, acceptance of a proposal neither commits the Town to award a contract to any respondent, nor limits its right to further negotiate in the best interest of the Town. The Town reserves the right to contract with any respondent for any reason.

Addenda to RFP

Amendments to this RFP may be necessary prior to the closing date and will be furnished to all prospective respondents. Failure to acknowledge receipt of amendments in accordance with the instructions contained in the amendment may result in the proposal not being considered.

Submission of Proposals

Each respondent must submit one original and four (4) copies of their proposal in a sealed envelope bearing on the outside the name of the respondent, full address, name of the project for which the proposal is submitted and the date and time the proposal is due to Peter Privitera, Director of Financial Services, at the address previously identified.

These proposals must be received by the Town no later than Monday, June 6, 2016, at 3:00 p.m. Proposals received after the date and time prescribed shall not be considered for contract award and shall be returned to the proposer. Neither faxed nor emailed RFP responses will be accepted as qualified RFP submission.

A respondent may correct, modify, or withdraw a proposal by sealed written notice, clearly marked as a correction, modification, or withdrawal, and received by the Purchasing Department prior to the time and date set forth for proposal submission.

Proprietary Information

The Town will not disclose any portion of the proposals except to members of the proposal evaluation committee prior to contract award. The Town retains the right to disclose the name of the successful respondent, the financial considerations and any other information in the proposal that is pertinent to the selection of the respondent and the awarding of the contract.

Independent Project Cost Determination and Gratuities

By submission of a proposal, the respondent certifies that:

- The financial data in this offer has been arrived at independently, without consultation, communication, or agreement, for the purposes of restricting competition, as to any matter relating to such prices with any other respondent or competitor.
- The financial data quoted in this offer will not change for a period of one hundred twenty (120) days after the receipt date at the Town of this offer.
- Unless otherwise required by law, the financial data which has been quoted in this offer have not been knowingly disclosed by the respondent and will not knowingly be disclosed by the respondent prior to award, directly or indirectly to any other respondent or to any competitor.
- No attempt has been made or will be made by the respondent to induce any other person or firm to submit or not to submit an offer for the purpose of restricting competition.
- No elected official or appointed official or employee of the Town shall benefit financially or materially from this contract.

Prime Contractor Responsibility

Respondents submitting proposals in response to this RFP may not utilize the service of subcontractors without the prior written approval of the Town.

Availability of Funds

The contract award under this RFP is contingent upon the approval of funding for this contract as included in the Town's annual operating budget. In the event that funding is not approved or not available, any contract resulting from this RFP will become void and of no force and effect.

Termination for Default or for the Convenience of the Contracting Agency

Performance under any contract resulting from this RFP may be terminated by the Town whenever:

- The contractor shall default in the performance of the contract and shall default within the period specified by the contracting officer in a notice specifying default; or
- The contracting officer shall determine that termination is in the best interest of the Town.
- Termination will be effected by delivery to the contractor of a notice to terminate, stating the date upon which the termination becomes effective.
- In the event of termination of any contract resulting from this RFP as a result of a breach by the contractor hereunder, the Town shall not be liable for any fees and may, at its sole option, award a contract for the same services to another qualified firm with the best proposal or call for new proposals and award the contract thereunder. The contractor shall be responsible for any direct and consequential damages as a result of its breach, including but not limited to, extra costs required under the new contract assuming it is for similar services.

Ambiguity in the Request for Proposals (RFP)

Prior to submitting a proposal, respondents are responsible for bringing to the Town's attention any ambiguity in this RFP. Failure to do so shall result in the respondent forfeiting any claim for adjustment based on such ambiguity as should have been noted by a prudent respondent.

In the event of any ambiguity between the Town's RFP and the respondent's proposal, whatever shall be more favorable to the Town as determined in the sole discretion of the Town shall prevail and take precedence.

Ownership Information

The Town shall have unlimited rights to use, disclose or duplicate, for any purpose whatsoever, all information developed, derived, documented or furnished by the respondent under any contract resulting from this RFP.

In the event of contract award, all data collected and other documentation produced as part of the contract will become the exclusive property of the Town and may not be copied or removed by any employee of the respondent without the express written permission of the Town.

Negotiated Changes

In the event negotiated changes occur after the awarding of the contract, any policies called for in the original contract will remain in effect.

Contract Agreement

The selected respondent may be required to agree to and sign a formal written contract with the Town as prepared by the Town's Legal Department.

Insurance Requirements

The selected respondent, upon the signing of the formal contract, will be required to deliver an insurance certificate in amounts, named insureds, and terms acceptable to the Town's Risk Manager. See attached insurance requirements.

Competition Intended

It is the Town's intent that this RFP permit competition. It shall be the respondent's responsibility to advise the Town in writing if any language, requirement, scope, specification, etc., or any combination thereof, inadvertently restricts or limits the requirements stated in this RFP to a single source. Such notification must be received by the Town not later than seven (7) days prior to the date set for acceptance of proposals.

Tax Exempt

The Town is exempt from the payment of taxes imposed by the Federal Government and/or State of Connecticut. Such taxes must not be included in the bid price nor any subsequent invoice for progress billing.

Evaluation of Proposals

Proposals submitted will be evaluated by a Proposal Evaluation Team. **Although each respondent's fee proposal is an important consideration, the Proposal Evaluation Team is not required to base their selection on the lowest proposed fees.** Proposals will be evaluated on experience of the firm in providing similar work, price, proposed delivery, resources/capability of the company to properly execute the requirements of this RFP and qualification of the individuals who will actually be responding to the requirements of this RFP.

Right to Reject Proposals

The Town reserves the right to reject any and/or all proposals submitted, to request additional information from any firm and to negotiate with any of the firms regarding the terms of the engagement. *As noted above, the Town intends to select the firm that, in its opinion, best meets the Town's needs, and that may not necessarily be the firm that proposes the lowest fees.*

Functional Requirements

1. Scope of Work

The Town of West Hartford has 2 garages situated in the Blue Back Square district supporting a mixed use environment made up of residential, professional services, retail and restaurants. Each garage has an approximate capacity of 500 spaces extending to transient parkers and a portfolio of permits and validations as billable and non-billable services. In 2017, a boutique hotel will be the latest addition to the Town's list of clients. Hotel parking demands will include employees, guests and valet parking – more variations of permits and validations.

The garages are currently access controlled using gates as barriers with mag stripe tickets and HID cards as credentials. The Town's objectives are to incorporate the garages to our Pay-by-License Plate platform, replacing the existing access control system with multi-space meters and mobile/web based applications. The scope of this Request for Proposal (RFP) is to identify a suite of applications that will support the services currently offered at the garages, accessible by the users via web browser, smart phones and tablets. In addition, we would also consider solutions for ticket writing tools that would improve current workflows for enforcement staff.

West Hartford Integrated Pay-by-License Plate System
The Town of West Hartford has established an integrated Pay-by-License Plate system using Cale WebOffice as the central data repository of transactional data for revenue control and enforcement purposes. Transaction data populated in WebOffice are collected at point of sale terminals. The Town currently has 2 venues as point

of sale: (1) Cale kiosks and (2) Passport mobile app. The aggregate data is extracted in real-time by Complus and delivered to individual handheld units on demand for enforcement personnel to verify parking privileges.

West Hartford utilizes Complus Citation Management System and ticket writers for the issuance of parking tickets and revenue collection. Complus also retains a list of active permits under the Pay-by-License Plate platform with parking privileges at 2 small lots. However, the enforcement staff currently has to toggle between 2 portals to verify plate status: (1) Cale plates and (2) Complus permits. The objective is to provide our enforcement personnel with 1 aggregate list of license plates irrespective of their origin.
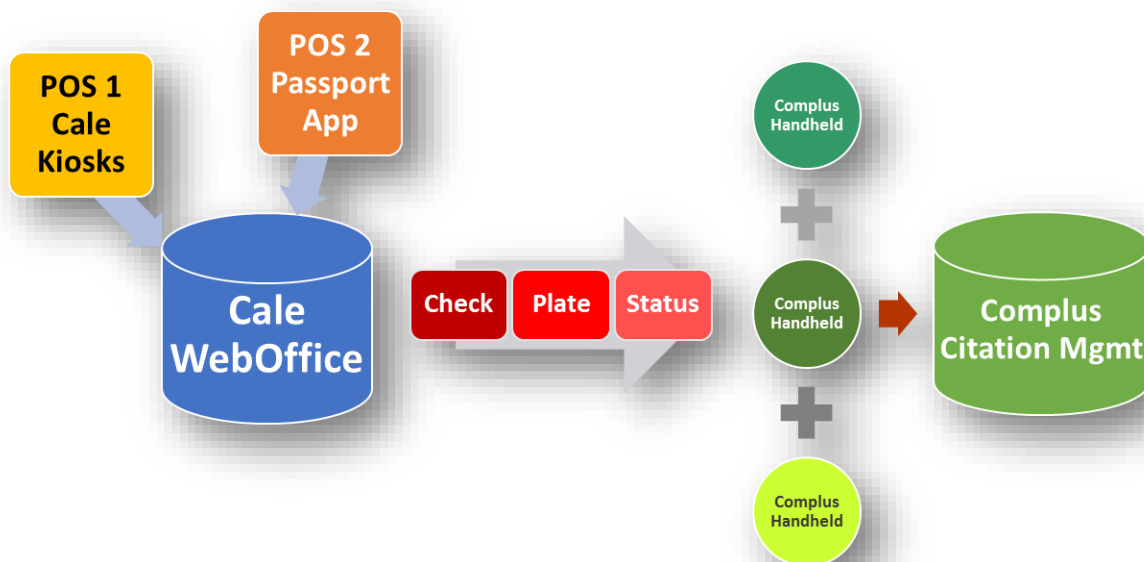
Exhibit A: WH Integrated Pay-by-License Plate System

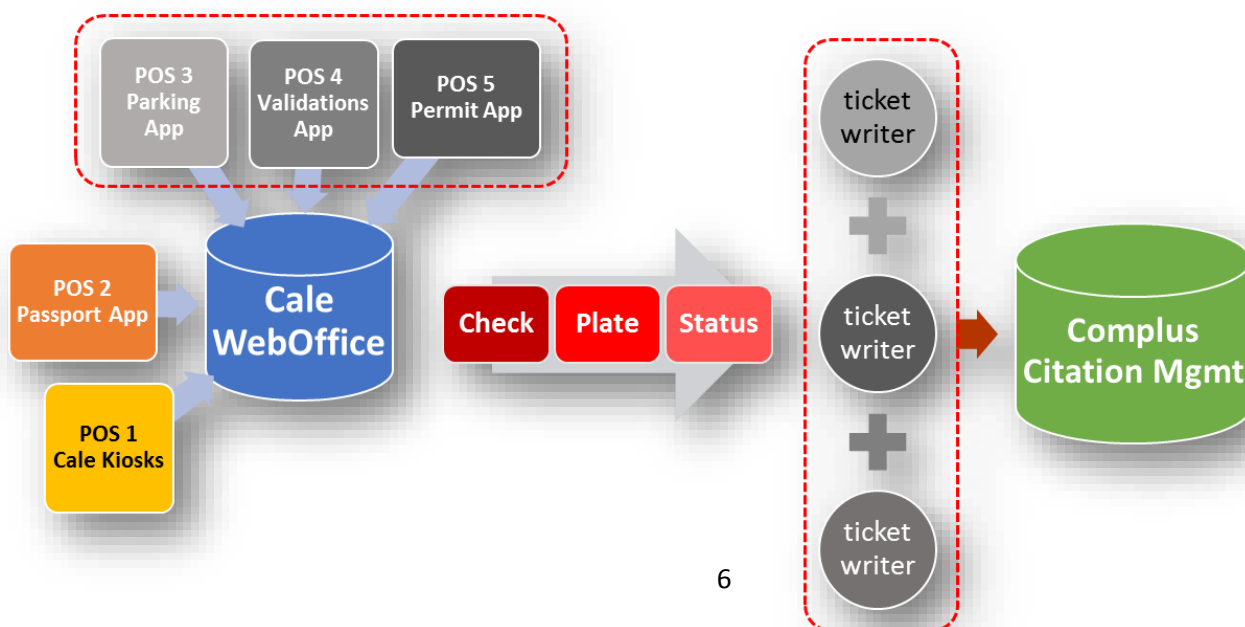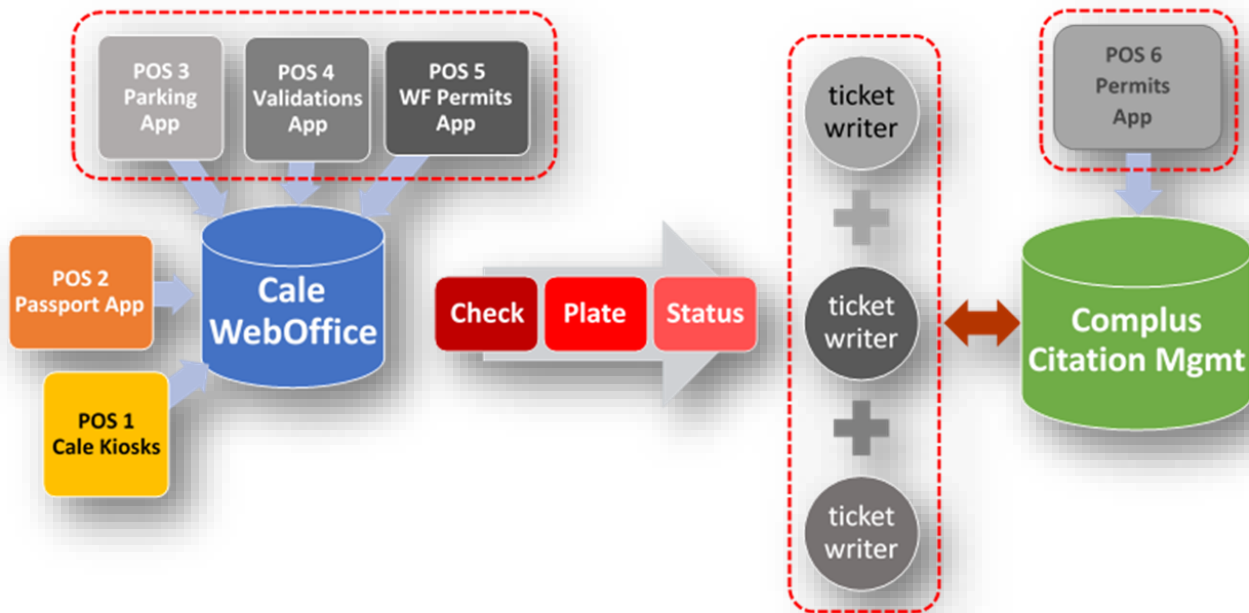*Exhibit B: Option 1 - WH Pay-by-License Plate System with Garages as additions*

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2. Overall Requirements

The goal is to implement Pay-by-License Plate platform for off-street parking in the garages: Isham Garage and Memorial Garage. The Town of West Hartford is requesting proposals from service providers with the optimal suite of applications as outlined in Exhibit B or Exhibit C:

1. Parking mobile payment application.
2. Validation application.
3. Permit application. Billable, Non-billable and Workforce.
4. Ticket writing mobile application.

Vendor may respond to any combination of the 4 categories listed above. The Town will evaluate ALL responses and determine the best selection(s) to support our Pay-by-License Plate environment for off-street parking services.

All applications must be able to exchange data with Cale WebOffice and Complus Citation database.

All applications and data warehousing must be hosted on vendor's site. The vendor would be responsible for all development and on-going maintenance of hardware and software under vendor's asset umbrella.

Unlike most on-street metered parking, the Town's garages operate 24/7. Vendor is to discuss its approach to maintenance and upgrades while its products and services remain uninterrupted to support our operation on a 24/7 basis.

Vendor is to present the best fee structure for their products and services, 1-time and/or ongoing basis. Vendor should take into considerations 2 scenarios:
1. Consumers would pay for convenience fees.
2. Town would absorb all fees and consumers would only pay for their parking session.

3. Categories of Services

Transient Parking

Transient parkers refer to those who park in the garage on a short term basis at a per diem rate. Motorist may use an app, available on Apple and Android smart phones and other web enabled devices (e.g. tablet, laptop or desktop) to pay for parking.

Please convey the extent of your firm's capability to support the following:
1. Current garage rates are 75¢ per 30 minutes with a maximum daily rate of $7 (2AM-2AM). Rates are subject to change in the future.
2. Ability to administer daily rates that extend from 2AM to 2AM, 7 days a week.
3. Ability to accept Master Card, Visa and American Express as forms of payment.
4. Ability for consumers to pay for each transaction individually.
5. Ability for consumers to extend their parking duration while the session is still active. Please indicate which one of the following scenarios would your application support:
   a. Add time to an active session originally initiated at a Cale pay-by-plate kiosk.
   b. Add time to an active session initiated via your firm's mobile payment app.
   c. Add time to an active session validated by a 3rd party (assuming the validated parking session was initiated using your firm's validation app).
6. Ability for consumers to prefund their account and debit the account to pay for parking, similar to the concept of EZ Pass.
7. Ability for consumers to extend their parking duration by debiting additional funds from their prepay account while the session is active. Please indicate which one of the following scenarios would your application support:
   a. Add time to an active session originally initiated at a Cale pay-by-plate kiosk.
   b. Add time to an active session initiated via your firm's mobile app (item #6).
   c. Add time to an active session validated by a 3rd party (assuming the validated parking session was initiated using your firm's validation app).
8. Ability to discount consumer's parking fee for a 1-time use only.
   a. Ability to configure the discount to a specific monetary value.
   b. Ability to package the discount as promotional material in print and electronic form.
9. Ability to share license plate contents with Cale WebOffice and Complus system.
10. Please list the reporting features available with your application. Reports should include key criteria:
    a. Reporting options:
       - Transaction volume as seen over a period of time (e.g. 1 day, 1 week, 1 month…)
       - Accounts (e.g. number of total accounts, actively used accounts, new accounts).
       - Usage levels within a day over a period of 1 week, 1 month, from month to month.
       - Discount volume as seen over a period of time (e.g. 1 day, 1 week, 1 month…).
       - Fees payable to vendor.
    b. Filtering options:

- By date/time, AM versus PM (important factor with mixed use environment).
- By plate, by zone.
- By credit card type and/or last 4 digits.
- By discount type.

Permit Parking

A permit authorizes a vehicle to park at a specific location for a fixed duration. The Town has billable and non-billable permits. We also offer a workforce permit program for service employees at a discounted rate.

Please indicate your firm's capability to support the following forms of permits:

Non-billable permits
1. Non-billable permits are assigned to employees of the Town to park their personal car on Town's premise during work hours. Each department would be considered a non-billable account.
2. Ability to support permits with no expiration date, only expire with employee turnover.
3. Ability to support 1 or more plates assigned to a permit with only 1 vehicle can park at a time.
4. Ability to support 1 or more locations assigned to a permit with 1 location can be used at a time.
5. Ability to configure permits, tailored to specific parking schedule. For example:
   a. Parking Division employees are permitted to park in either garage, 24/7.
   b. Library employees are permitted to park in Isham garage during library hours.
   c. Town employees are permitted to park in either garage during certain time of the year, with a start date and end date (e.g. May 30, 2AM through June 4, 2016, 2AM).
6. Ability to share plate contents tied to a permit with Cale WebOffice and Complus system.

Billable permits
1. Consumers may setup a permit account with the Town. Billable permits would have 24/7, 2AM-2AM, access to park in either garage.
2. Ability to support billable accounts, each with 1 or more permits. The fee for 1 permit is $110/month plus CT sales tax, subject to change in the future.
3. Ability to support prepay accounts, renewable month-to-month. A permit would stay active for the entire calendar month, as long as it is paid for.
4. Ability to renew an account with a credit card (MC or VISA) automatically, on a recurring basis.
5. Ability to provide Parking Staff with a means to update account's status manually where payments are made by checks.
6. Ability to designate a permit to park at either garage.
7. Ability to tag a permit with 1 or more plates. However, only 1 vehicle can park at a time.
8. Ability to share plate contents tied to an active permit with Cale WebOffice and Complus system.

Workforce permits (WF permits)
The Town of West Hartford offers Workforce parking program to employers who wish to accommodate their employees to park on Town's garages at a discounted rate. Due to the distinctive attributes of the WF permit program, it may be supported by a permit application or a validation application.

Please indicate your firm's approach and the extent of your capabilities to support the following conditions:

1. Ability to support a WF account with 1 or more WF permits. All permits under the account would have access to park in either garage.
2. Ability to tag a permit with an employee's name and a license plate.

3. Ability to provide the employer (account owner) with a portal to manage their account (e.g. updating employees and corresponding license plate, updating payment information).
4. Ability for employer to pre-fund its WF account for its employees to debit with each parking session. Access to employer's account should be password protected.
5. Ability to support the use of credit card as payments to fund WF accounts. Funding should be executed automatically on a recurring basis as the account's balance reaches a minimum level.
6. Ability to support checks as payments to fund WF accounts. Payments would be posted manually by Parking staff to update the status of the accounts.
7. Ability to support a WF fee schedule. Each account would have 1 WF rate. Each WF parking session would be in increments of 8 hours, debiting $3 from employer's account. The Town offers 2 WF rates as options for employers to choose: (1) $3 per 8-hour duration or (2) $4.50 per 12 hour duration. Rates are subject to change in the future.
8. Ability to provide WF employees a means to enter their plate to initiate a session for 8 or 12 hours.
9. Ability to verify employee's plate with a list of license plates assigned to the WF account.
10. Ability to allow the employee to add another 8 or 12 hour session if his/her shift is extended.
11. Ability to deny employee from initiating or adding on a block of parking time if there is not enough funds in the account.
12. Ability to share plate contents registered to park with Cale WebOffice and Complus system.

Reports
1. Convey the types of reports available with the permit application for billable, non-billable and workforce permits.
2. Elaborate on the search and filtering options.
3. Identify the types of reports available to the Town and those available to the account owners to assist them in managing their account.

Validations

The Town offers a variety of validations to its customers and constituents, billable and non-billable. Validations may be expressed in terms of duration (e.g. 1 hour, 2 hours, all day 2A-2A, or number of days).

Please elaborate your firm's ability to support the following conditions:

Non-billable validations
1. Ability to provide library's visitors with 2-hour validations during the hours the library is open. Business hours should be configurable as the library's hours may change from season to season. End time of a free parking session should not extend beyond library's hours of operation (e.g. Library closes at 6PM. Visitor initiates a validated session at 5PM. The session would only be from 5PM to 6PM and not 7PM).
2. Ability to support 5-6 mobile devices strategically located inside the library for visitors to validate their own parking by entering their license plate. Each device would only display the application.
3. Ability to capture start and end date/time of each transaction automatically. A visitor would only have to enter his/her plate to initiate a free parking session.
4. Ability to support non-billable validations that may last all day. These validations would be initiated by a staff member with a password protected account. The application may be accessed via a web browser or mobile device. The staff would enter visitor's plate to initiate a free parking session.
5. Ability to share all validated transactions with Cale WebOffice and Complus system.

Billable validations
1. Ability to support billable validations where businesses in the area may open an account with the Town to validate their clients or patients. The Town would send out invoices to each account for their validated parking sessions.
2. Ability to configure each validation account in hourly increments or all day (2AM-2AM). A business may choose to validate its clients for 1 hour, 2 hours, all day or several days in the case of hotel guest.
3. Current garages rates are 75¢ per 30 minutes with a maximum daily rate of $7/day (2A-2AM). Fees are subject to change in the future.
4. Ability to provide a business with a password protected account to enter its client's plate contents to initiate a parking session using web browser or mobile device.
5. Ability to provide businesses with access to their account for viewing and reporting purposes. A business would know **who** validated **what** vehicles, **when** and for **how long** (in hours and monetary values).
6. Ability to support hotel parking with validation account(s) for each scenario (elaborate your approach):
   a. Lodging guests who self-park, billable to hotel.
   b. Lodging guests who valet, billable to hotel.
   c. Event guests who self-park, billable to hotel.
   d. Event guests who valet, billable to hotel.
7. Ability to share all validated transactions with Cale WebOffice and Complus system.

Reports
1. Define the types of reports available with the validation application for billable and non-billable.
2. Elaborate on the search and filtering options.
3. Identify the type of reports available to the Town and those available to account owners for the businesses to identify WHO, WHAT, WHEN, HOW LONG and HOW MUCH.

Ticket Writing Application

The Town of West Hartford enforcement staff currently uses Complus handheld units to look up the status of a plate in real time. The process is manual where one would key in the plate contents, 1 character at a time. Plates associated with transient parkers, payable at a kiosk or via mobile app, would be compared to a list extracted from Cale WebOffice. Plates associated with monthly billable permits would be compared to a list extracted from Complus system viewed through a separate portal.

The Town is in search of an application where enforcement staff can turn to 1 aggregate list of "active" plates irrespective of their origin: Kiosks, mobile payment app and applications for validations and permits. Please elaborate your firm's capabilities to support the following:

1. Ability to support the application on commercially available Android or Apple smart devices.
2. Ability to support voice activated application in addition to the use of keypad.
3. Ability to take a picture of a plate and convert its contents to variables to verify its parking status.
4. Ability to take 2 or more pictures of a plate using the device's camera and store them to a citation.
5. Ability to print a citation via an attached or remote portable printer.
6. Ability to retrieve data on active plates from Cale WebOffice or Complus system in real time.
7. Ability to share citation data with Complus for adjudication and revenue collection.
8. Ability to remove all plate data from portable devices at the end of a day, only retain citation data.